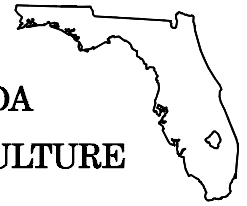




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FLORIDA
AGRICULTURE

FOLIAGE, FLORICULTURE AND CUT GREENS

May 2001

TOPICS IN THIS REPORT for Firms with . . .	Number of firms		Value of Sales	
	1999	2000	1999	2000
			Million dollars	
\$10,000 or more sales ^{1/ 2/}	1,197	1,164	671.3	798.5
\$100,000 or more sales ^{3/}	682	702	645.8	728.9
Foliage Plants	413	423	312.1	393.9
Cut Cultivated Greens	149	135	100.8	100.1
Potted Flowering Plants	130	126	99.1	98.5
Bedding Plants ^{4/}	119	97	105.4	107.4
Cut Flowers	19	16	28.3	29.0

^{1/} Estimates by product not available. Sales for growers below \$100,000 estimated by multiplying the number of firms in each sales category by the mid-point of each dollar value range. ^{2/} Total data for 1999 and 2000 are not comparable. Total sales of propagative materials were added in 2000. Total foliage for 1999 represents net value (total sales minus cost of young plants). Total foliage for 2000 represents the wholesale equivalent value of all sales. ^{3/} Product sales may not add to total due to rounding. Excludes propagative materials. ^{4/} Includes flowering hanging baskets and herbaceous perennials.

FOLIAGE PLANTS

Florida leads the Nation in gross wholesale sales of potted foliage for indoor use and foliage hanging baskets with sales of \$393.9 million during 2000. The 2000 gross sales are not comparable to the 1999 net sales of \$312.1 million. Potted foliage sales accounted for \$366.9 million of the 2000 total while the sales of foliage hanging baskets totaled almost \$26.9 million. Florida's 423 commercial foliage growers used 182.3 million square feet to produce foliage during 2000, up almost eleven percent from 164.1 million feet in 1999. The 92 firms whose sales of foliage totaled a million dollars or more in 2000 accounted for nearly 72 percent all sales or \$282.7 million. During 1999, 86 growers with foliage net sales of a million dollars or more accounted for over 69 percent of all foliage sales. Producers in this sales category used 115.8 million square feet to produce potted foliage in 2000 compared with 98.1 million square feet the previous year.

Foliage gross sales in the southeast, which includes the counties of Broward, Dade, and Palm Beach, totaled \$240.3 million during 2000 which represents about 61 percent of all 2000 foliage sales. Southeastern growers used over 138.1 million square feet to produce the 2000 potted foliage crop, up almost 15 percent from the previous year. The Apopka area, which includes the counties of Lake, Orange, and Seminole, sold \$125.7 million worth of foliage during 2000 which is about 32 percent of all 2000 foliage sales. Apopka producers used almost 26.6 million square feet, up six percent from the previous year.

FOLIAGE PLANTS: Number of commercial producers with \$100,000 plus sales of all floriculture products, square feet in production, and value of sales, by area and size group, 1999 and 2000, **FLORIDA**

	Number of firms		Square feet in production ^{1/}						Value of sales	
			Covered area		Open area		Total area		Net ^{2/}	Gross ^{3/}
	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000
Area	Number		1,000 square feet						1,000 dollars	
Apopka ^{4/}	181	189	24,746	25,803	340	769	25,086	26,572	86,483	125,752
Southeast ^{5/}	174	174	71,062	82,885	49,294	55,253	120,311	138,138	192,808	240,287
Other	58	60	15,736	15,716	2,987	1,874	18,723	17,590	32,766	27,852
All Areas	413	423	111,544	124,404	52,576	57,896	164,120	182,300	312,057	393,891
Sales Categories										
\$1-\$99,999 ^{6/}	21	21	435	258	414	105	849	363	934	804
\$100,000-\$249,999	124	127	10,547	10,967	6,621	6,088	17,168	16,785	18,141	20,918
\$250,000-\$499,999	108	102	16,586	13,386	4,484	5,349	21,070	18,735	32,125	34,857
\$500,000-\$999,999	74	81	16,645	18,800	10,320	11,794	26,965	30,594	44,510	54,567
\$1,000,000-& over	86	92	67,331	81,263	30,737	34,560	98,068	115,823	216,347	282,745
All sales categories	413	423	111,544	124,404	52,576	57,896	164,120	182,300	312,057	393,891

^{1/} Square footage utilized for producing both hanging baskets and potted foliage was counted only once. However, for those firms having some area exclusively for hanging baskets, the questionnaire design did not have sufficient detail to pick up this portion of the hanging basket area. ^{2/} Net value is the gross wholesale value less the cost of plant material purchased from others for growing on. Excludes the sales value of propagative materials. ^{3/} Includes the sales value of propagative materials. ^{4/} Includes Lake, Orange, and Seminole counties. ^{5/} Includes Broward, Dade, and Palm Beach counties. ^{6/} This group includes firms that had over \$100,000 in value of total sales from all nursery products included in the survey but had sales of less than \$100,000 for foliage plants.

GROWERS WITH SALES OF ALL FLORICULTURE PRODUCTS OVER \$100,000

Wholesale value of all products, foliage, and cut flowers,
1999 and 2000 in selected States ^{1/}

State (Rank) ^{2/}	All Products		Foliage Plants						All Cut Flowers	
			All Foliage		Potted Foliage		Hanging Baskets			
	1999	2000	1999	2000	1999 ^{3/}	2000 ^{4/}	1999	2000	1999	2000
1,000 dollars										
FLORIDA (2)	645,769	775,854	312,057	393,891	282,384	366,944	29,673	26,947	28,293	29,001
California (1)	774,877	841,914	93,764	70,814	80,705	46,838	13,059	23,976	279,611	286,219
Michigan (3)	211,807	282,929	2,996	3,493	1,402	1,837	1,594	1,656	4,995	7,610
Texas (4)	227,725	249,379	19,458	20,859	13,079	15,012	6,379	5,847	--	--
Ohio (5)	152,854	184,381	4,543	4,845	2,576	2,343	1,967	2,502	3,425	3,207
New York (6)	138,950	152,932	2,257	3,443	842	2,241	1,415	1,202	5,018	5,993
Pennsylvania (7)	133,455	136,542	3,062	2,725	1,459	1,779	1,603	946	5,313	4,430
North Carolina (8)	122,141	126,299	7,240	8,493	1,526	3,375	5,714	5,118	2,038	2,758
New Jersey (9)	111,365	119,776	3,258	3,956	2,557	3,107	701	849	9,194	7,254
Illinois (10)	81,940	101,631	3,637	1,993	2,020	646	1,617	1,347	877	691
Washington (11)	94,861	97,357	2,114	2,425	1,628	1,824	486	601	23,295	19,624
Oregon (12)	76,249	89,704	--	--	--	--	--	--	10,338	10,183
Alabama (13)	77,340	74,356	3,124	2,513	1,846	1,474	1,278	1,039	--	--
South Carolina (14)	32,630	74,257	903	2,170	406	102	--	--	--	--
Virginia (15)	67,195	72,650	1,525	1,032	305	297	1,220	735	--	--
Hawaii (21)	49,802	53,849	13,141	16,098	13,079	16,007	62	91	17,461	16,033
36 States	3,772,275	4,271,559	511,999	573,962	432,532	487,295	79,467	86,667	431,624	427,484

Wholesale value of bedding plants and potted flowering plants,
1999 and 2000 in selected States ^{1/}

State (Rank) ^{2/}	Bedding/Garden Plants						Flowering Potted Plants			
	All Bedding ^{5/}		Flowering Hanging Baskets ^{6/}		Bedding Pots and Flats ^{5/}		All Flowering Potted Plants		Poinsettias	
	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000
1,000 dollars										
FLORIDA (2)	105,406	107,361	7,875	6,769	97,531	100,592	99,181	98,510	12,041	13,295
California (1)	234,253	299,508	8,308	7,431	225,945	292,077	150,806	141,834	25,375	27,549
Michigan (3)	175,988	190,526	19,607	15,503	156,381	175,323	27,828	32,310	13,267	13,867
Texas (4)	157,468	171,675	12,387	10,469	145,081	161,206	50,799	56,845	16,301	14,482
Ohio (5)	118,456	128,736	13,160	13,330	105,296	115,406	26,430	26,846	13,819	14,122
New York (6)	97,528	94,711	11,344	8,378	86,184	86,333	34,147	37,173	10,767	12,918
Pennsylvania (7)	85,304	82,658	12,473	9,559	72,831	73,099	39,776	39,743	13,875	13,944
North Carolina (8)	78,156	78,090	12,931	10,488	65,225	67,602	34,707	34,731	14,922	14,735
New Jersey (9)	73,898	72,634	8,557	6,372	65,341	66,262	25,015	28,060	8,349	9,199
Illinois (10)	54,399	72,859	5,391	5,215	49,008	67,644	23,027	22,787	9,791	10,218
Washington (11)	59,178	61,755	4,933	3,719	54,245	58,036	10,274	9,200	5,651	5,592
Oregon (12)	37,161	41,274	3,072	2,650	34,089	38,624	20,764	29,185	2,777	2,800
Alabama (13)	63,854	63,096	3,529	1,990	60,325	61,106	10,362	8,747	5,668	4,587
South Carolina (14)	26,285	62,382	2,719	1,237	23,566	61,145	5,442	9,705	2,901	5,277
Virginia (15)	41,534	48,092	5,066	3,408	36,468	44,684	24,136	23,526	5,454	6,475
Hawaii (21)	2,176	2,394	--	--	2,176	2,394	16,795	17,320	820	919
36 States	1,943,139	2,122,575	187,429	154,459	1,755,710	1,968,116	758,838	780,907	226,816	237,328

^{1/} Equivalent wholesale value of all sales for all crops except 1999 potted foliage plant value which is based on the net value of sales. ^{2/} State rank based on sales of all floriculture products. ^{3/} Net value excluding sales of propagative materials. ^{4/} Gross value plus sales of propagative materials. ^{5/} Includes annual bedding plants and herbaceous perennials. ^{6/} Includes impatiens, New Guinea impatiens, petunia, and other hanging baskets.

GROWERS WITH SALES OF ALL FLORICULTURE PRODUCTS OVER \$100,000

POTTED FLOWERING PLANTS: Number of commercial firms, number of pots, and value of sales at wholesale, 1999 and 2000, **FLORIDA**

Crop	Number of producers		Number of pots less than 5 inches		Number of pots 5 inches or more		Total quantity sold		Value of sales at wholesale ^{1/}	
	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000
	Number				1,000 pots				1,000 dollars	
Poinsettias	44	44	1,120	1,619	2,868	2,942	3,988	4,561	12,041	13,295
Orchids	43	43	1,305	991	3,420	2,695	4,725	3,686	30,807	37,165
Potted Florist mums	17	13	409	356	3,371	2,376	3,780	2,732	11,019	7,750
Azaleas	7	8	50	175	379	721	429	896	2,138	5,418

^{1/} Equivalent wholesale value of retail and wholesale sales.

GLADIOLI AND POTTED FOLIAGE: Number of commercial firms, production area, and wholesale price and value, 1999 and 2000, **FLORIDA**

Crop	Number of producers		Area in production		Wholesale price		Value of sales at wholesale	
	1999	2000	1999	2000	1999	2000	1999	2000
	Number		--- Acres ---		--- Cents per spike ---		1,000 dollars	
Gladioli, cut	6	6	--	--	28.4	29.2	15,929	17,129
			--- 1,000 square feet ---					
Potted foliage ^{1/}	402	411	164,120	182,300	--	--	282,384	366,944

^{1/} Sales data for 1999 and 2000 are not comparable. Total sales of propagative materials were added in 2000. Foliage sales for 1999 represent the net value (sales minus cost of young plants). Potted foliage sales for 2000 represents the wholesale equivalent value of all sales.

BEDDING/GARDEN PLANTS AND BASKETS: Number of commercial firms, number of pots, baskets, and flats sold, and value of sales at wholesale, 1999 and 2000, **FLORIDA** ^{1/}

Crops	Number of producers		Number of pots less than 5 inches		Number of pots 5 inches or more		Wholesale price less than 5 inches		Wholesale price 5 inches or more		Value of sales at wholesale ^{2/}	
	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000
POTS	Number		1,000 pots				Dollars		1,000 dollars			
Impatiens	67	65	9,229	10,398	2,329	2,042	0.55	0.60	1.11	1.20	7,661	8,689
Vegetables ^{3/}	28	21	1,923	1,863	988	574	0.75	0.70	1.65	1.55	3,072	2,194
Hardy garden Mums	25	24	898	306	1,625	1,240	0.68	1.10	1.46	1.90	2,983	2,693
Petunias	47	45	1,945	2,411	423	460	0.58	0.60	1.26	1.25	1,661	2,022

Crops	Number of producers		Unit	Quantity sold		Wholesale price		Value of sales at wholesale ^{2/}	
	1999	2000		1999	2000	1999	2000	1999	2000
	Number			1,000 units		Dollars		1,000 dollars	
Impatiens	24	18	Flats	1,045	938	6.58	7.10	6,876	6,660
Vegetable ^{3/}	14	10	Flats	337	207	6.74	6.79	2,271	1,406
Flower Hanging ^{4/}	176	122	Basket	1,896	1,655	4.15	4.09	7,875	6,769
Foliage Hanging	186	163	Basket	9,019	7,699	3.29	3.50	29,673	26,947

^{1/} Unfinished plants sold to other producers are not included. ^{2/} Equivalent wholesale value of retail and wholesale sales. ^{3/} For home garden use.

^{4/} Includes impatiens, New Guinea impatiens, petunia, and other hanging baskets.

CUT CULTIVATED GREENS: Florida remains the Nation's leader in sales of cut cultivated greens among the 36 States surveyed. Florida sales of all cut greens during 2000 totaled slightly over \$100 million, almost 81 percent of the value for all cut greens sold in the 36 States. The 2000 value decreased about one percent from the 1999 value of \$100.8 million. Leatherleaf ferns represented \$64 million of the 2000 total versus \$62.6 million in 1999. Growers received an average price

of 87 cents per bunch for the 73.6 million bunches sold in 2000. Florida sales of other cut greens totaled \$36.1 million, down six percent from the \$38.3 million producers received for other cut greens sold in 1999. Pierson, Florida is the heart of the "Fern Capital of the World". Growers there and in the surrounding areas of North Central Florida grow a wide variety of ferns and other greens.

CUT CULTIVATED GREENS: Number of commercial producers with \$100,000 or more sales of all floriculture products, bunches sold, and value of sales, by States, 1999 and 2000

Selected States and crops	Number of firms		Quantity grown and sold		Total value of sales ^{1/}	
	1999	2000	1999	2000	1999	2000
	Number		1,000 bunches		1,000 dollars	
Florida						
Leatherleaf ferns	124	118	70,303	73,571	62,570	64,007
All other cut greens	127	114	^{2/}	^{2/}	38,262	36,073
California						
Leatherleaf ferns	^{3/}	^{3/}	^{3/}	^{3/}	^{3/}	^{3/}
All other cut greens	43	44	^{2/}	^{2/}	15,277	13,348
Other States						
Leatherleaf ferns	10	11	1,625	2,566	1,977	3,686
All other cut greens	47	59	^{2/}	^{2/}	8,589	6,632
36 States						
Leatherleaf ferns	134	129	71,928	76,137	64,547	67,693
All other cut greens	217	217	^{2/}	^{2/}	62,128	56,053

^{1/} Value of all sales at wholesale level including harvesting costs. ^{2/} Bunches are not comparable in this category as units differ depending on crop variety. ^{3/} Included in other States to avoid disclosure of individual operations.

ALL FLORICULTURE PRODUCTS: Number of Commercial producers with \$10,000 or more sales, by sales categories, and area in production, by type of cover, 1999 and 2000, **FLORIDA** ^{1/}

Sales categories	Number		Glass greenhouses		Fiberglass and other rigid greenhouses		Film plastic greenhouses		Shade and other cover		Open ground	
	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000	1999	2000
	1,000 square feet						Acres					
\$100,000 or more	682	702	4,309	4,215	9,289	9,319	38,021	39,945	311,212	305,719	8,830	9,030
\$10,000 or more	1,197	1,164	4,325	4,265	10,627	10,067	42,129	43,208	335,453	328,534	9,817	10,024
\$10,000 - \$19,999	94	82										
\$20,000 - \$39,999	131	117										
\$40,000 - \$49,999	51	62										
\$50,000 - \$99,999	239	201										
\$100,000 - \$499,999	407	385										
\$500,000 or more	275	317										

^{1/} Area by sales category not available.